

MAR 25 1924 ✓

©CIL 20028 ✓

FAIR WEEK ✓

Photoplay in five reels ✓

From the story by Walter Woods ✓

Directed by Rob Wagner ✓

Author of the photoplay (under Section 62)
Famous Players Lasky Corporation of U.S. ✓

MAR 25 1924

Washington, D. C.

Register of Copyrights
Washington, D. C.

Dear Sir:

I herewith respectfully request the return of the following
named motion picture films deposited by me for registration of
copyright in the name of Famous Players Lasky Corporation of U.S.

Fair Week - five reels

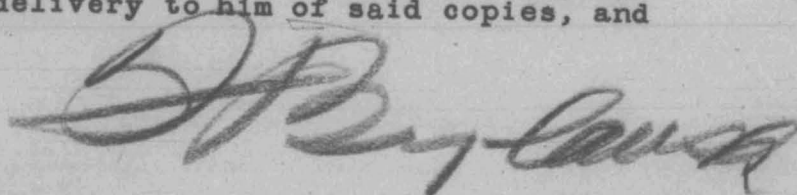
Respectfully,

FULTON BRYLAWSKI

The Famous Players Lasky Corporation
hereby acknowledges the receipt of two copies each of the
motion picture films deposited and registered in the Copyright
Office as follows:

<u>Title</u>	<u>Date of Deposit</u>	<u>Registration</u>
Fair Week	3-25-24	©CIL 20028

The return of the above copies was requested by the said
Company, by its agent and attorney on the 25th day of
March, 1924 and the said Fulton Brylawski for himself, and as
the duly authorized agent and attorney of the said Company,
hereby acknowledges the delivery to him of said copies, and
the receipt thereof.



"Fair Week" is 5 reels—4636 feet long

PARAMOUNT

PRESS

Adolph Zukor and

WALTER

"FAIR

From the story
Directed by

A Paramount

PURPOSE: To Help You S

"FAIR WEEK" IS AN HOUR LAUGHS AND PLEASING ANYONE—FUNNY, WELL

PUTTING IT OVER RIGHT

Don't forget that "Fair Week" is 100 per cent. comedy, and comedy methods are the proper ones to use to put it over.

The title refers to the fact that the chief events in the story take place in a country town during Fair Week.

If your theatre is in a small town, you might actually promote a miniature Fair Week of your own in conjunction with the picture. Solicit exhibits of fruit, animals, embroidery, etc. from your people; perhaps have a fortune-teller and other attractions like a typical Midway, and dress your lobby in keeping with this idea.

Ad suggestions: "Attend Fair Week at the Theatre"; "The Big Event of the Year—Fair Week at the"; "This way to Fair Week—the Theatre"; "The Big Anytown Fair Week of September 9"; "Fatty Hiers—the Biggest Show on Earth—in Fair Week"; "Walter Hiers will attend Fair Week here on September 9-16".

Have the notice of the picture coming to your theatre stamped upon toy balloons and distributed all over town. This ties up with the climax of the story, which is where Walter Hiers rescues a little girl in midair in a big balloon.

If you have a band in town, have them in to play at least one performance in return for being your guests free. Hiers plays the trombone in the town band in the picture.

Announce that every man weighing over 250 pounds can get into your theatre free during Fair Week and will receive an autographed photo of the Famous Fat Star, Walter Hiers, free. Your exchange can furnish you with these.

Advertise a balloon ascension in your town for several days and then on the last day, say that it takes place in your picture, "Fair Week."

Run a series of teasers like "10 days till Fair Week," "9 days till Fair Week," etc.

Tie up with your merchants by persuading them to hold special sales during the run of the picture

THE SECRET OF HIERS' SUCCESS

In analyzing reasons for the success of Walter Hiers as a screen comedian, one element stands out above the rest—personality.

He has had good stories, good direction, and good supporting casts, but it is clear that he has not relied on the crude and boisterous variety of jesting which has been noticed in comedians of lesser caliber. With a total absence of vulgarity, slapstick, or stooping to the usual "fat man stuck in window" types of laugh-getters, even a superficial study of Hiers' characterizations indicates that he would register as distinct a success, no matter what his weight.

It is the subtlety of action and much of that command of pantomime noted in the work of such artists as Theodore Kosloff and Charles Chaplin, which has made Walter Hiers.

His imitations of the natural or acquired absurdities of mankind are marked also by fleeting changes of facial expression and gesture. Men of his size are usually of a placid and slow-moving temperament, but if one notices Hiers on the screen, when the situation requires he is as quick and agile in movement as a cat. His nervous system is highly organized but controlled.

Hiers succeeds best in a laughter-provoking role such as he plays in "Fair Week"—that of a big, happy, overgrown boy, bashful but big-hearted and brave in emergencies.

With the native drollery with which his well known humorist director, Rob Wagner, is famed, Hiers should become even more popular than ever.

Artist-Producer of "Fair Week" Film

The Review of Reviews has distinguished him as "the only cartoonist who can put over his point in a decorative manner without being brutally offensive."

He was one of the originators of the "fadeaway" style of drawing, where color masses are suggested rather than outlined in detail. This is the mode that later was made famous by Coles Phil-

Program Paragraphs

"Fair Week" comes to next..... It's a Paramount picture, starring Walter Hiers.

There'll be lots of things in the air at the..... Theatre on Don't forget it's "Fair Week."

Only..... days till "Fair Week."

Fair Week arrives in..... every year, but "Fair Week" comes to this theatre but once in a lifetime. Better see it!

We'll guarantee "Fair Week" is more than fair entertainment. No advance in admission fare. That's fair enough. Fare thee well!

Something to get all excited about—"Fair Week" due here next.....

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Adolph Zukor and Jesse L. Lasky present

WALTER HIERS

in
"FAIR WEEK"

From the story by Walter Woods
Directed by Rob Wagner

A Paramount Picture

SHEET

POSE: To Help You Sell the Picture to the Public.

ONE HOUR AND A HALF OF
AMAZING ENTERTAINMENT FOR
WELL MADE, HEART-WINNING

in Better Class Comedies

The Wagner, Woods and Hiers Combination Has Produced
One of the Finest Light Subjects Ever
Offered Exhibitors

The combination of Rob Wagner, Walter Woods and Walter Hiers is producing an extraordinarily good comedy-drama according to the best Hollywood judgment. All three are thoroughly familiar with the film business—or art of the new Paramount picture, "Fair Week," one of the finest comedy-dramas that have ever been produced.

Rob Wagner is a writer much about the movie and is one of the keenest students of human nature on the picture coast. His droll, almost whimsical outlook on life, his sympathetic treatment and his close contact with studio folk stood him in good stead in directing "Fair Week," his first venture with the Paramount.

Walter Hiers has a typical role—that of a young fellow in a small

town who is clerk, porter and bellhop of the 'hotel', janitor of the bank, as well as organ grinder and bell ringer of the church. But he still has time for romance and also to assume a protective attitude toward an adopted child.

Good comedies are as scarce as hen's teeth, and this one is a bird. It is centered around Fair Week in a small town, and, since even every second New Yorker was born in a small town, everybody will be interested. "It's a very human story," to take Rob Wagner's own words for it, "in which the characters, the same kind of people we find in a George Ade fable, act elementally." Mr. Wagner goes on to say that he believes he has woven into it a whimsical humor—the small homely humor of everyday life as distinguished from the big mechanical laughs we find in the slapstick variety.

Really good comedy-dramas are the hardest to find and the easiest to make money with of any class of picture. That's why "Fair Week" is a gold mine. It's clean, fast and packed with laughs. The big scene in which Hiers rescues a child in a balloon a thousand feet in the air is a thrill they'll talk about for weeks.

CAST

Slim Swasey	Walter Hiers
Ollie Remus	Constance Wilson
Madame Le Grande	Carmen Phillips
Jasper Remus	J. Farrell MacDonald
Dan Hogue	Bobby Mack
Tinkle	Mary Jane Irving
"Sure Thing" Sherman	Earl Metcalf
Isadore Kelly	Knute Erickson
Mary Ellen Allen	Jane Keckley

SYNOPSIS

Funny fat Walter Hiers is Slim Swasey, man of all work around the Coliseum House, Rome, Mo. He is godfather and protector to Tinkle, a six-year old girl, deserted by somebody in a show troupe of the Coliseum two years previous. He loves Ollie Remus, pretty daughter of the town banker. Slim is very, very busy during Fair Week in Rome. Madame Le Grande, a balloon trapeze artiste, who is to perform at the Fair grounds, arrives at the Coliseum. So do Kelly and Sherman, crooks. The latter plan to rob Remus's bank. Slim overhears their plans. They aim to get him out of the way. Recognizing Mme. Le Grande as the woman who deserted the kid at the Coliseum and Tinkle as the kid, the two crooks persuade her to vamp Slim and have him hoisted aloft in her balloon while they do their dirty work. In return they promise Le Grande to restore her child.

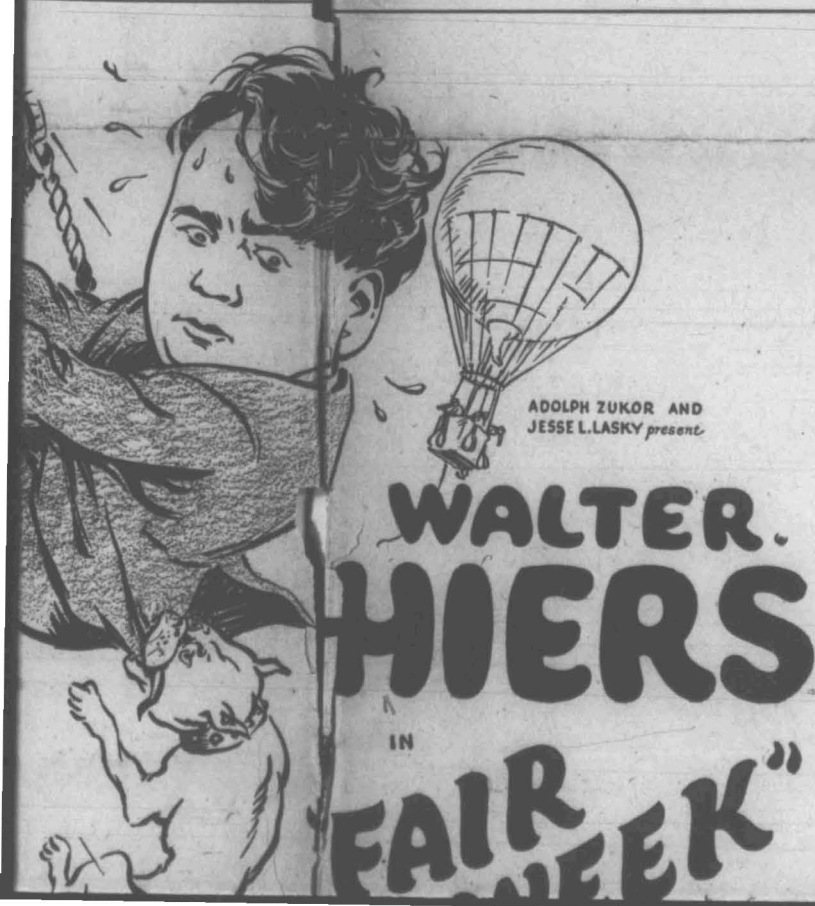
Slim goes to the Fair grounds for the balloon ascension. Suddenly the balloon starts rising. Slim isn't caught in it, but Tinkle is. He seizes the trapeze and is jerked aloft with her. Persuading her to drop from the car into his free arm, he brings her and himself safely to earth in the parachute.

Kelly and Sherman have robbed the bank, and the latter has persuaded Ollie Remus, piqued at Slim for his attentions to Le Grande, to elope with him. Slim catches them at the station, exposes the crooks, and wins back Ollie. Le Grande takes Tinkle into her arms, and all is well.

Facts About the Picture

Star—Walter Hiers, the popular roly-poly comedian recently seen in "Flaming Barriers."

Director—Rob Wagner, a veteran in screen work. His articles on the movies in the "Saturday Evening Post" are known everywhere.



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Advertisements Page 2, Press Material Page 3

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Ad suggestions: "Attend Fair Week at the Theatre"; "The Big Event of the Year—Fair Week at the"; "This way to Fair Week—the Theatre"; "The Big Anytown Fair Week of September 9"; "Fatty Hiers—the Biggest Show on Earth—in Fair Week"; "Walter Hiers will attend Fair Week here on September 9-16".

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If you have a band in town, have them in to play at least one performance in return for being your guests free. Hiers plays the trombone in the town band in the picture.

Announce that every man weighing over 250 pounds can get into your theatre free during Fair Week and will receive an autographed photo of the Famous Fat Star, Walter Hiers, free. Your exchange can furnish you with these.

Advertise a balloon ascension in your town for several days and then on the last day, say that it takes place in your picture, "Fair Week."

Run a series of teasers like "10 days till Fair Week," "9 days till Fair Week," etc.

Tie up with your merchants by persuading them to hold special sales during the run of the picture and carry this line in their advertising, "Special White Sale at the Store during Fair Week."

Use this in ad, telegram, throw-away, program, etc.:

I will be in during Fair Week. Be sure and see me. Walter Hiers.

Have the mayor designate a Fair Week during which everybody makes a resolution to be absolutely fair toward everybody else.

Get out the Weather Forecast for the week you show the picture: Fair Week.

Hold a beauty contest during Fair Week, to judge the Fairest Maids in

Tie-up with merchants: "For Fair Complexions buy our talcum powder; for Fair Week, go to the"; "For Fair Dealing, come here; for Fair Week, go to the"

A story for the newspapers or to be gotten up in imitation of the handbills advertising people wanted by the police.

Wanted by the police. Keep your eye peeled. Two escaped criminals known as "Sure Thing" Sherman and Isadore Kelly are expected to appear in during Fair Week.

Doll up your lobby to resemble the entrance to a show tent in the Midway at a County Fair.

Arrange an all-comedy bill, with a good cartoon and 2-reel slap-

sense of vulgarity, slapstick, or stooping to the usual "fat man stuck in window" types of laugh-getters, even a superficial study of Hiers' characterizations indicates that he would register as distinct a success, no matter what his weight.

It is the subtlety of action and much of that command of pantomime noted in the work of such artists as Theodore Kosloff and Charles Chaplin, which has made Walter Hiers.

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Hiers succeeds best in a laughter-provoking role such as he plays in "Fair Week"—that of a big, happy, overgrown boy, bashful but big-hearted and brave in emergencies.

With the native drollery with which his well known humorist director, Rob Wagner, is famed, Hiers should become even more popular than ever.

Artist-Producer of "Fair Week" Film

The Review of Reviews has distinguished him as "the only cartoonist who can put over his point in a decorative manner without being brutally-offensive."

He was one of the originators of the "fadeaway" style of drawing, where color masses are suggested rather than outlined in detail. This is the mode that later was made famous by Coles Phillips in color, though Wagner's composition in this line was largely in black and white.

His two-color covers and art work on the Criterion magazine, where he was associated with Rupert Hughes, have won national recognition of his genius. Hughes, now famous in the motion picture world, was then a writer and assistant editor.

As an illustrator he has turned out hundreds of drawings for the Encyclopedia Britannica in London, and over 2,000 illustrations for the Historians' History of the World.

Living a colorful, full life, Rob Wagner, who made the Paramount picture, "Fair Week," which will be shown at the theatre next enters the field of motion picture direction with the unusual asset of a trained "pictorial eye," as well as the well-rounded knowledge of human nature necessary to the profession.

Walter Hiers stars in the picture, Wagner's first attempt at motion picture producing. Constance Wilson, Carmen Phillips and others play in support.

stick along with "Fair Week," and advertise: "Nothing except laughs at the next week—'Fair Week'."

Remember that this is the day of exploitation. It isn't enough to be just an exhibitor if you want to make money with ALL of your pictures these days. You have to be a showman besides. Drag 'em in.

Week."

Fair Week arrives in every year, but "Fair Week" comes to this theatre but once in a lifetime. Better see it!

We'll guarantee "Fair Week" is more than fair entertainment. No advance in admission fare. That's fair enough. Fare thee well!

Something to get all excited about—"Fair Week" due here next.....

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Walter Hiers—that of a young



Three-column Newspaper Ad

HIGHLIGHTS IN

"Fair Week" is crammed with incidents with the direction of Rob Wagner, has resulted in season's most enjoyable comedies—for it is a

The cast is one of the most carefully selected. You know Walter Hiers; so do your people. Constance Wilson, sister of Lois of "The Sign of the Cross," played a small part in that picture here even though just a bit. There is no one better than Carmen Phillips, and Earl Metcalf is great at playing the part of Jane Keckley and the others are all class A

.....days till "Fair Week" arrives in..... but "Fair Week" is theatre but once in Better see it!

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.....to get all excited in "Fair Week" due here

Hiers is produced in comedy-drama according to the best Hollywood judgment. All three are thoroughly familiar with the film business—or art of the new Paramount picture. "Fair Week," one of the finest comedy-dramas ever produced, is written much and is one of the keenest studies of human nature on the screen. Rob Wagner, the keenest student of human nature on the screen, almost wholehearted life, his sympathy and his close contact with studio folk stood him in good stead in directing "Fair Week," his first venture with the megaphone for Paramount.

Walter Hiers is a typical role—that of a young

bell-ringer of the church. But he still has time for romance and also to assume a protective attitude toward an adopted child.

Good comedies are as scarce as hen's teeth, and this one is a bird. It is centered around Fair Week in a small town, and, since even every second New Yorker was born in a small town, everybody will be interested. "It's a very human story," to take Rob Wagner's own words for it, "in which the characters, the same kind of people we find in a George Ade fable, act elementally." Mr. Wagner goes on to say that he believes he has woven into it a whimsical humor—the small homely humor of everyday life as distinguished from the big mechanical laughs we find in the slapstick variety.

CAST	
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SYNOPSIS

Funny fat Walter Hiers is Slim Swasey, man of all Coliseum House, Rome, Mo. He is godfather and protector of a six-year old girl, deserted by somebody in a show two years previous. He loves Ollie Remus, the town banker. Slim is very, very busy during Fair Week. Madame Le Grande, a balloon trapeze artiste, who is in the Fair grounds, arrives at the Coliseum. So do Kelly and Tinkle. The latter plan to rob Remus's bank. Slim overhears their aim to get him out of the way. Recognizing Mme. Le Grande as a woman who deserted the kid at the Coliseum and Tinkle as a crook who persuaded her to vamp Slim and have him do the balloon work while they do their dirty work. In return they promise to restore her child.

Slim goes to the Fair grounds for the balloon ascension. The balloon starts rising. Slim isn't caught in it, but he seizes the trapeze and is jerked aloft with her. Pursued from the car into his free arm, he brings her and himself down in the parachute.

Kelly and Sherman have robbed the bank, and they are persuaded by Ollie Remus, piqued at Slim for his attentions, to elope with him. Slim catches them at the station, exposes their plot, and wins back Ollie. Le Grande takes Tinkle into her home, and is well.

Facts About the Picture

Star—Walter Hiers, the popular roly-poly comedian in "Flaming Barriers."

Director—Rob Wagner, a veteran in screen work. He has directed the movies in the "Saturday Evening Post" and "The Saturday Evening Post" where.

Author—Walter Woods who has been elaborating a story for years. He has saved the story for it.

Cameraman—Bert Baldrige.

Support—Constance Wilson, sister of Lois, is leading the cast. Phillips has a "vamp" role. Then there's little Tinkle, a truly remarkable child actress; J. Farrell, Bobby Mack, Earl Metcalf, a sharper who disfigures; Knute Erickson, Jane Keckley and other.

Type of Story—Comedy-drama—a very human small town pageant of human beings everybody knows.

Appeal—Excitement and humor, appealing love in the wholly human qualities of small-town life. A treat for all classes of picture patrons.

Big Scenes—The big punch of the story takes place in the air in a balloon rescue and parachute drop. Slim rescues a little girl. The latter takes a long rope, finally caught by Hiers who is hanging from a trapeze. The fight in the belfry is a bear, and off a train onto a crook who is about to elope with a girl.

Box-Office Value—"Fair Week" will make money for exhibitors because the role capitalizes the character and because of the danger element prominent in the picture and the human-interest element in the characters are thrown together—not to forget the comedy.

The picture will make money for exhibitors because it is written with the express purpose of being a really splendid material. It's a small-town story.

The picture will be a great box-office success. It will tickle your patrons' funny bone, and that's a good thing for—to be entertained. Picture-goers are satisfied with those that prefer the drama and those that prefer the comedy.

"Fair Week" is a comedy-drama, so will

ADOLPH ZUKOR AND JESSE L. LASKY present.

WALTER HIERS

IN

FAIR WEEK

HERE y' are, la-dees an' gent-men! Step this way for the greatest aggre-ga-shun o' laugh-makers ever assembled under one top! And don't miss the stu-pen-jous, death-fal-ling balloon ascen-shun! and much more to come!

A Paramount Picture

Three-column Newspaper Advertisement 3A. (Mats Only)


HIGHLIGHTS IN "FAIR WEEK"

"Fair Week" is crammed with incident and action. Walter Wood's story, combined with the direction of Rob Wagner, has resulted in a picture that should prove one of the most enjoyable comedies—for it is comedy 100%.

The cast is one of the most carefully chosen which has ever appeared in a light suburban comedy. You know Walter Hiers; so do your patrons. He's entertainment guaranteed in him. Constance Wilson, sister of Lois of "The Covered Wagon" is leading woman. Constance played a small part in that picture herself. It was her first motion picture work, though just a bit. There is no one better for the role of the balloon woman than Constance Phillips, and Earl Metcalf is great at villaining. Mary Jane Irving, Knute Erickson, Jane Keckley and the others are all class A-1 in motion picture circles.

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Funny fat Walter Hiers is Slim Swasey, man of all work around the Coliseum House, Rome, Mo. He is godfather and protector to Tinkle, a six-year old girl, deserted by somebody in a show troupe of the Coliseum two years previous. He loves Ollie Remus, pretty daughter of the town banker. Slim is very, very busy during Fair Week in Rome. Madame Le Grande, a balloon trapeze artiste, who is to perform at the Fair grounds, arrives at the Coliseum. So do Kelly and Sherman, crooks. The latter plan to rob Remus's bank. Slim overhears their plans. They aim to get him out of the way. Recognizing Mme. Le Grande as the woman who deserted the kid at the Coliseum and Tinkle as the kid, the two crooks persuade her to vamp Slim and have him hoisted aloft in her balloon while they do their dirty work. In return they promise Le Grande to restore her child.

Slim goes to the Fair grounds for the balloon ascension. Suddenly the balloon starts rising. Slim isn't caught in it, but Tinkle is. He seizes the trapeze and is jerked aloft with her. Persuading her to drop from the car into his free arm, he brings her and himself safely to earth in the parachute.

Kelly and Sherman have robbed the bank, and the latter has persuaded Ollie Remus, piqued at Slim for his attentions to Le Grande, to elope with him. Slim catches them at the station, exposes the crooks, and wins back Ollie. Le Grande takes Tinkle into her arms, and all is well.

Facts About the Picture

Star—Walter Hiers, the popular roly-poly comedian recently seen in "Flaming Barriers."

Director—Rob Wagner, a veteran in screen work. His articles on the movies in the "Saturday Evening Post" are known every-where.

Author—Walter Woods who has been elaborating and polishing this original screen story for years. He has saved all his best gags for it.

Cameraman—Bert Baldrige.

Support—Constance Wilson, sister of Lois, is leading woman, Carmen Phillips has a "vamp" role. Then there's little Mary Jane Irving, a truly remarkable child actress; J. Farrell MacDonald, Bobby Mack, Earl Metcalf, a sharper who disguises as an evangelist; Knute Erickson, Jane Keckley and others.

Type of Story—Comedy-drama—a very human small-town story—a pageant of human beings everybody knows.

Appeal—Excitement and humor, appealing love interest and withal the wholly human qualities of small-town life makes this a real treat for all classes of picture patrons.

Big Scenes—The big punch of the story takes place 1,000 feet in the air in a balloon rescue and parachute drop in which Hiers rescues a little girl. The latter takes a long slide down a guy rope, finally caught by Hiers who is hanging by his knees from a trapeze. The fight in the belfry is a bear, and Walter jumps off a train onto a crook who is about to elope with his (Hiers') girl.

Box-Office Value—"Fair Week" will make money for Paramount exhibitors because the role capitalizes the character of the star, and because of the danger element prominent throughout the picture and the human-interest element in the way the characters are thrown together—not to forget the comedy touches.

The picture will make money for exhibitors because it was written with the express purpose of being picturized and is really splendid material. It's a small-town story that's different.

The picture will be a great box-office success because it will tickle your patrons' funny bone, and that's all they're looking for—to be entertained. Picture-goers are split into two factions—those that prefer the drama and those that favor comedy.

"Fair Week" is a comedy-drama, so will get both of them.



Walter Hiers ATTRACTIVE ADS TO

NOTE TO EXHIBITORS: Your Paramount exchange
Also cuts of one, two and two-column size

WALTER HIE

IN
"FAIR WEEK"

Mile.
Le Grande
THE
WORLD'S
GREATEST
BALLOONIST



A Paramount Picture



PRESENTED BY
ADOLPH ZUKOR AND
JESSE L. LASKY

PUT "Fair Week"
down on your
movie calendar!
More fun than a
circus!

From the story by Walter Woods — Directed by Rob Wagner

THEATRE NAME

Two-column Press Advertisement 2A

See

WALTER

in

HIE

**"Fair
Week"**

It's a

Paramount

Picture

Two-column Type Ad



Walter Hiers and Constance Wilson in a
Paramount Picture "Fair Week"

Two-column Production Mat 2P



**WALT
HIE**

**"FAIR
W"**

PRESENTED BY ADOLPH ZUKOR AND
JESSE L. LASKY

A Paramount Picture

C'm' on, ev'rybody!

See that funny, fat fellow in a fraught festival for fun-lovin' folks!

See the big balloon break away in a thrilling rescue in mid-air!

It's the screen's snappiest show!

From the story by Walter Woods — Directed by Rob Wagner

Two-column Supplementary Press Ad

Handling Press Ads

In the lower right corner is a reproduction of an advertisement laid out by George E. Brown, manager of the Imperial Theatre, Charlotte, N. C. It won the silver cup offered monthly by the Famous Players-Lasky Theatre Advertising Department. It deserved to win—it's a crackerjack ad.

And it's made up of Press Book material!

We're reprinting it because it illustrates the





Walter Hiers in "Fair Week"

WE ADS TO LINE UP THE CROWDS

ORS: Your Paramount exchange has mats of all the ads illustrated in this Press Book. of one, two and two-column supplementary ads. See price list on Page 4.



Walter Hiers and Constance Wilson in scene from the Paramount Picture "Fair Week"
Two-column Production Mat 2



Walter Hiers in the Paramount Picture "Fair Week"
Production Mat 1PA



Walter Hiers in the Paramount Picture "Fair Week"
Production Mat 1PB



ADOLPH ZUKOR
JESSE L. LASKY

WALTER
HIERS
"FAIR
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A Paramount

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Put on yo
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A Paramount Picture

C'm' on, ev'rybody!

See that funny, fat fellow in a fat whisky fun-fraught festival for fun-lovin' folks!

See the big balloon break away! See the thrilling rescue in mid-air!

It's the screen's snappiest show! It's go!

From the story by Walter Woods—Directed by Bob Wagner

Two-column Supplementary Press 24S

Ad or Program Paragraphs

A fifty horse-power comedy about a one-horse town.

Be fair to yourself and see "Fair Week"—it's a funny show for fair.

Step lively and buy your ticket for a lively-stepping show.

A fair exchange is no robbery—
....cents lets you in, on all the fun during "Fair Week."

You will see—

- the giant balloon break away from its moorings, with Hiers and a little girl caught in the ropes;
- the mile-a-minute flight of the runaway airship, with two victims dangling in mid-air;
- the little girl's leap for life from the car of the balloon to a trapeze;
- the breath-taking drop in a parachute;
- in "Fair Week," a howling comedy with melodramatic trimmings.



A James Cruze PRODUCTION

TO THE LADIES

PRESENTED BY
JESSE L. LASKY

The Comedy Club



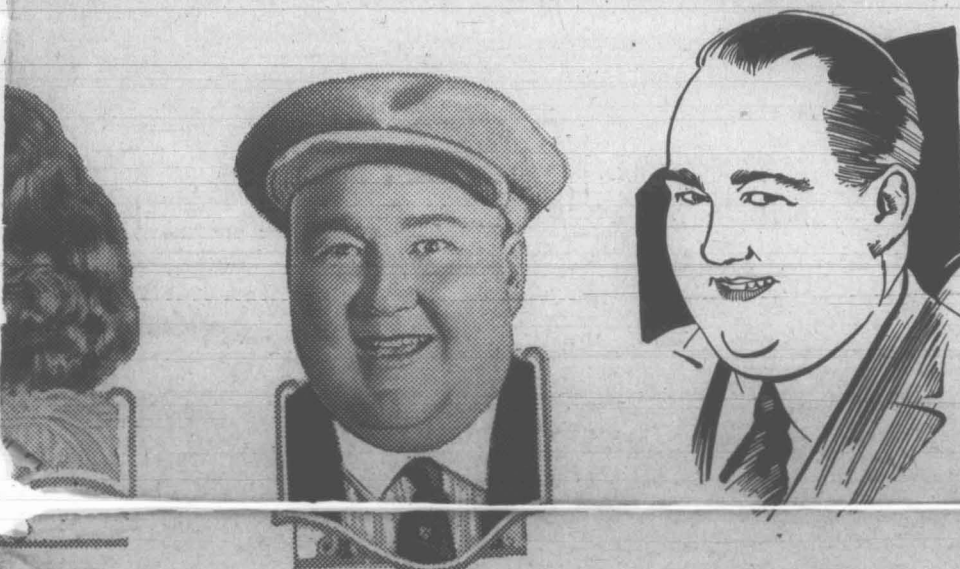
JESSE L. LASKY PRESENTS A
JAMES CRUZE
PRODUCTION

EDWARD
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HELEN
LOUIS

"Fair Week"

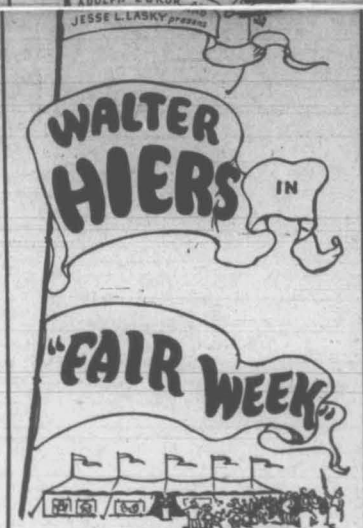
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in the Paramount Picture
"Fair Week"
Production Mat 1PA

Walter Hiers
in the Paramount Picture
"Fair Week"
Production Mat 1PB



O H, ME, oh, my!
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here! Brass band, pink
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Put on your glad rags
and join the fun!

One-column Press Ad 1A

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- in "Fair Week," a howling comedy with melodramatic trim-
mings.

James Cruze PRODUCTION

PRESENTED BY
JESSE L. LASKY

TO THE LADIES

The Comedy Classic



JESSE L. LASKY PRESENTS A
JAMES CRUZE
PRODUCTION

WITH
EDWARD HORTON
THEODORE ROBERTS
HELEN JEROME EDDY
LOUISE DRESSER

movie calendar
More fun than a
circus!

From the story by Walter Woods — Directed by Rob Wagner

THEATRE NAME

Two-column Press Advertisement 2A

See

WALTER

HIERS

in

"Fair
Week"

It's a
Paramount
Picture

Two-column Type Ad



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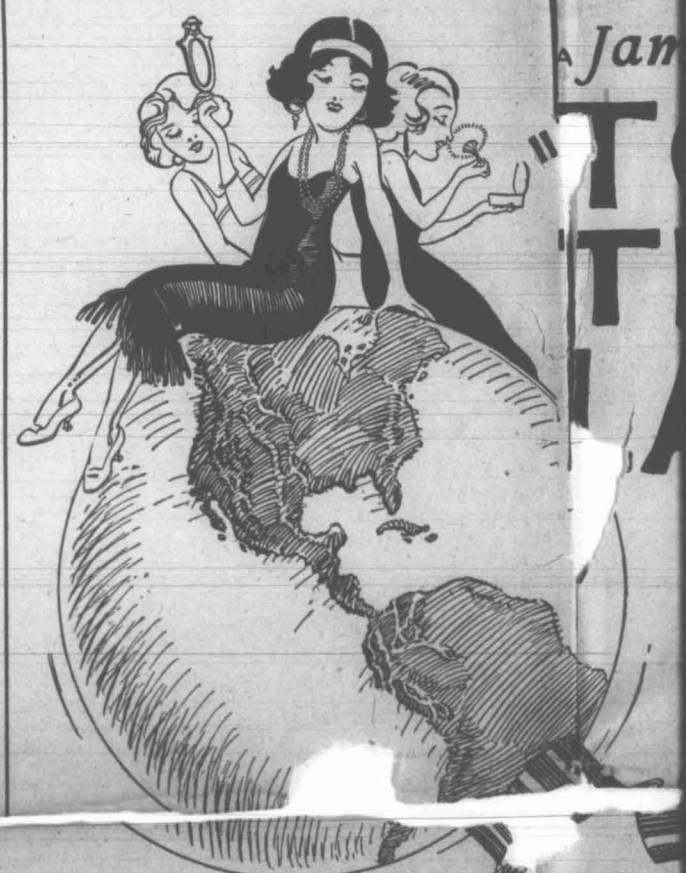
The original was six inches over four columns, and was made up of parts of the one, two and three column press ads on "To the Ladies." To get his effect, Brown simply pared down the ads to suit. The girl's head came from the two-column; the two hat-tippers from the three-column; the

copy from the one-column.

No extra expense for art work, no quibbling with artists to get a decent job, no need to take valuable time writing original copy. Brown found just what he wanted in the Press Book, used it to good advantage and the cost was next to nothing.

There's something for you in every Paramount press ad. Maybe the layouts in their press book form aren't suitable to your needs. But usually, with a little effort and ingenuity, you can adapt them. By having your printer cut mortises, by combining units from different ads, by cutting down a three-column to a two or building up a two to a three, you can do wonders.

Use them!



A Paramount Picture

To the Ladies:

This is your picture! Bring along the men and enjoy an hour and a half of supreme triumph!

To the Men:

You've got to hand it "To the Ladies!" And oh, man! this picture gives 'em all the credit due!

To Everybody:

Come along and laugh yourself hoarse at this comedy classic made from the knockout stage success.

From the play by George S. Kaufman and Marc Connelly—Scenario by Walter Woods

The Three-column Press Ad

Wagner

Wagner

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WALTER
HIERS IN
"FAIR WEEK"

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C'm' on, ev'rybody!

See that funny, fat fellow in a faisky fun-
fraught festival for fun-lovin' folks!

See the big balloon break awa See the
thrilling rescue in mid-air!

It's the screen's snappiest show! It's go!

From the story by Walter Woods—Directed by Job Wagner

Two-column Supplementary Press A 24S

Ad or Program Paragraphs

A fifty horse-power comedy about a one-horse town.

Be fair to yourself and see "Fair Week"—it's a funny show
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Step lively and buy your ticket for a lively-stepping show.

A fair exchange is no robbery—
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trapeze;
- the breath-taking drop in a parachute;
- in "Fair Week," a howling comedy with melodramatic trim-
mings.



A James Cruze PRODUCTION

"TO
THE
LADIES"

PRESENTED BY
JESSE L. LASKY.

WITH
Edward Horton
Theodore Roberts
Helen Jerome Eddy
Louise Dresser-

A Paramount Picture

To the Ladies:

This is *your* picture! Bring along
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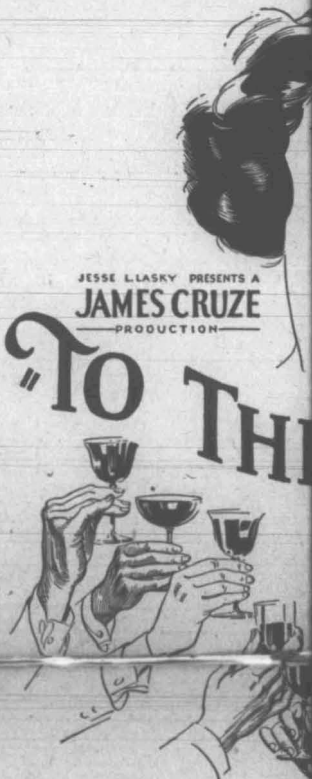
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Marc Connelly—Scenario by Walter Woods

The Three-column Press Ad

The Com



The Two-c



"TO THE LADIES"

HERE'S "To
to Every On
Good Picture!

Hats off again to James C.
He gave you "The Co
Wagon," "Hollywood,"
gies of Red Gap"—and
this side-splitter about m
folks you know!

Added
Picture "Around the World in the S

The Finish

ALTER WEEK

in a fast
' folks
See the
show! It's go!

Directed by Bob Wagner

ry Press Ad 24S

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A Paramount Picture

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lemonade 'n' ev'rything!
Put on your glad rags
and join the fun!

One-column Press Ad 1A

In ordering ads and pro-
duction scenes, be sure to
mention numbers under
each cut. See price list.

James Cruze PRODUCTION "TO THE LADIES"

PRESENTED BY
JESSE L. LASKY

WITH
Edward Horton
Theodore Roberts
Helen Jerome Eddy
Louise Dresser



The Three-column Press Ad

The Comedy Classic



The Two-column Press Ad



The Finished Product



Use These Publicity St to Start the Crowds N

How I Squeezed Into the Movies

by Walter Hiers

How did I break into pictures? I didn't break in; I squeezed in. It was all the fault of a friend who kept telling me what a wonderful "fat type" I'd make in pictures. This friend was acquainted with some people at the Griffith studios, where I was outfitted for the part of a country jake in a pair of 36 pants and a 14 shirt, I weighed 250 pounds at the time, so you can imagine the fine time I had squeezing into the outfit. I'll never forget that picture; it was called "Saved From Himself."

They were always laughing at me. In one of my earlier pictures I had to die and I thought the director

and cameraman would roar themselves sick. Somebody's always taking the joy out of life for a fat man, and he needs all his natural good nature to make up for it.

Which of my pictures did I enjoy the most? Well, I would say "Fair Week," my latest Paramount picture. There is more genuine comedy in this production than in any other I remember. I had as much fun during the filming of this picture as the fans are likely to get out of seeing it on the screen. Rob Wagner, who did the directing, is a bit of a comedian himself, I honestly believe "Fair Week" to be the best of any of my picture vehicles.

"Fair Week," with Constance Wilson playing in support of the star, will be shown at the Theatre next to remain for days.

Walter Hiers Tells Why He'll Never Be President

"I wanted to be a railroad engineer when a boy, but grew out of it, and right off the reel, I might say that in spite of the fact that my mother, like all American mothers, fondly hoped I should become president of the United States, I have no such ambition. The job only lasts four years, as a rule, and anyway I'm no golf player.

Tubby, tiny, slim, bubbles, slats—that's what I had to stand in my school days.

It may be well to state that I am the one heavyweight comedian who does not aspire to play Falstaff."

Walter Hiers' new Paramount star picture, "Fair Week," with Constance Wilson playing in support, comes to the Theatre next. Rob Wagner did the directing. Carmen Phillips and Mary Jane Irving also have prominent roles.

Who Said That an Artist Is a Poor Business Man?

Rob Wagner, director of the new Paramount picture, "Fair Week," is one of the numerous living denials of that bromide.

Incidentally bringing out the point that ability and brains to display properly the wares one has to offer is by no means limited to the financial world, Mr. Wagner has related an interesting anecdote of his artistic career.

"As a portrait painter, newspapers and friends had flattered me considerably on my work," said Wagner, "but until 1915 I had never gone up against an international jury.

"When the Panama-Pacific Exposition came along in San Francisco I painted and sent them a full-length portrait of my close friend Stewart Edward White, the author.

"I made canvas and frame so big that if they hung it at all I knew they would have to hang it on the line with the main exhibits. It was so large and heavy they simply

The Man Who Claimed to Know All About the Movies

Rob Wagner, erstwhile portrait painter, cartoonist, illustrator and motion picture critic, by his series of articles on what's wrong with the movies in the Saturday Evening Post didn't quite realize what he was bringing upon himself.

The favorite come-back in almost any game is "Well, if you know so much about it, do it yourself." And this is exactly what Wagner has done—made a picture himself, and now the picture-going public can discover whether or not Mr. Wagner knew what he was talking

about.

"Fair Week," coming to the Theatre next is Wagner's idea of what a motion picture should be like. See if you agree with him. It's a Paramount picture starring Walter Hiers—a small-town comedy-drama, in which Constance Wilson, sister of Lois, plays opposite the star. Carmen Phillips is also in the cast as are J. Farrell MacDonald, Mary Jane Irving, Jane Keckley and others.

Walter Woods wrote the story.

Hiers' Favorite Story

Here's the favorite funny story of Walter Hiers, starring in the Paramount picture, "Fair Week," now at the Theatre.

It's about an Englishman who visited California, where distance is often deceptive. A great space that looks to be a mile or so often turns out to be six or seven miles on investigation.

This Englishman, looking from his hotel window across to some marvelous mountains, decided that he would hike over to the foothills before breakfast, a distance he judged to be about three miles.

He set out but the distance seemed to increase with his every step. All day long he walked and still had not reached the mountains. Toward sundown he came to a small brook, about four feet wide. At the same instant a small boy stepped up beside him: "Watch me jump over the water," he cried to the Englishman.

Disgustedly the Englishman started shedding his coat: "Jump, hell!" he answered, "I'm going to swim that river."

Director of "Fair Week" Became an Author for Spite

How Rob Wagner, successful as an artist, veered sharply from his artistic course to make a brilliant showing in literary circles, is narrated in the following:

"Following my profession as portrait painter, I had been living in Santa Barbara with Stewart Edward White the writer, my former classmate in college.

"White always was having literary visitors. One winter Samuel Hopkins Adams, also an author, was visiting. They chewed the rag by the hour on literary values. I enjoyed the conversation, but on mustering sufficient courage once to venture a remark, the answer came back from Hopkins, 'Tell Rob to tend his palette.'"

"In the end I had a good laugh on them. Collier's magazine, I had noticed, was holding a prize story contest, the subject, 'Life in Our Town.' Crossing the room, I sat down quietly to write an article on Los Angeles."

The Only Comedian Who Can't Travel Incognito

Walter Hiers, Star of "Fair Week," Recognized Everywhere He Goes

The only screen comedian who cannot travel incognito if he wants to—Walter Hiers.

The genial star of the new Paramount picture, "Fair Week," says that no matter where he goes everyone recognizes him at once. Chaplin may remove his mustache or Lloyd his famous spectacles, and few know who they are, but the rotund Hiers finds no escape.

In his latest picture Hiers has the role of Slim Swasey, man-of-all-work around the Coliseum House, Rome, Mo. He meets you at the station, sees you into the hotel stage and, changing his hat to correspond with his new position, jumps into the driver's seat and drives you to the hostelry, runs in before you and is waiting behind the desk to sign you in as you enter, puts on a bell-boy's hat, grabs your luggage and shows you to your room—outside of this he has nothing to do except play the trombone in the village band, when he isn't either visiting his girl, the mayor's daughter, or taking care of an adopted waif, left at the hotel two years before by a carnival troupe.

Constance Wilson has the leading woman's role in "Fair Week," which is a comedy-drama by Walter Woods, directed by Rob Wagner. Others who play in support are J. Farrell MacDonald, Bobby Mack, Earl Metcalf, Knute Erickson and Jane Keckley. "Fair Week" comes to the Theatre next.

Remember Way Back When—

The kids used to sing after Walter Hiers:

"Fatty on a broom-stick,
"Fatty in the sea,
"Fatty tore his breeches
"And blamed it on me?"

Step inside and see the Royal Hoola Dancers from the beach at Y-kee-kee! — now at the Theatre!

Going to the Rome Country Fair?
Everyone in. . . . 'll be there—

Ladies an' gen'men—th' sen-sa-shun-al balloon as-censhun an' death-defying pa-ra-shoot drop is about to take place—at the Theatre all this week.

Picture Reviews

REVIEW NO. 1

Remember Fair Week back in the old home town and what it meant—rides, games, balloon ascensions, side shows with their bathing girls, bearded ladies, sword-swallowers, etc? Well, they're all there in the new Paramount picture "Fair Week," which opened at the Theatre yesterday. Walter Hiers is the star, supported by Constance Wilson, sister of Lois of "The Cover-

A Kid

Take or about ele by two h shapes, an merry-go circus, sid loon ascen drop. Enr ades, lunc candy, hot with a ch truly act get paid fo

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These Publicity Stories and Helpful Hints to Start the Crowds Moving toward "Fair Week"

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"Fair Week," coming to the Theatre next week, is Rob Wagner's idea that a motion picture should be made. See if you agree with it. It's a Paramount picture starring Walter Hiers—a small comedy-drama, in which Constance Wilson, sister of Lois Wilson, plays opposite the star. Men Phillips is also in the cast as J. Farrell MacDonald, Mary Jane Irving, Jane Keckley and others. Walter Woods wrote the story.

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Everyone in..... 'll be there—

Ladies an' gen'men—th' sen-sa-shun-al balloon as-cen-shun-an' death-defying pa-ra-shoot drop is about to take place—at the Theatre all this week.

Picture Reviews for Your Newspapers

REVIEW NO. 1

Remember Fair Week back in the old home town and what it meant—rides, games, balloon ascensions, side shows with their bathing girls, bearded ladies, sword-swallowers, etc? Well, they're all there in the new Paramount picture "Fair Week," which opened at the Theatre yesterday. Walter Hiers is the star, supported by Constance Wilson, sister of Lois of "The Covered

A Kids' Paradise

Take one of the lively youngsters of about eleven years. Multiply by two hundred, of all sizes, shapes, and colors. Add free merry-go-rounds, ferris wheel, circus, side shows, races, balloon ascensions and parachute drop. End with free lemonades, lunch, candy, hot dogs, popcorn, peanuts, etc. Top all this with a chance to really and truly act in the movies—and get paid for it.

This is not a dream, but it really happened when Paramount's "Fair Week" motion picture company built a carnival

of minor characters in the motley gathering of the fair. Acts garnered from several circuses; freaks such as a 50 pound fat man, dog-faced man, dwarfs, were among the attractions, along with hula dancers, bathing girls, side show barkers and concessionaires. Jockeys were in the cast were of course most in evidence, with Walter Hiers, jolly comedian, starring.

At the end of a long street a balloon ascended, paraded, and Walter Hiers sat in the basket. At the side stand, grandstand, the "rides," "Monkeyland," the Venetian glass blowers, educated horse, snake exhibitors, dancers, and innumerable other amusements. This gives a fair idea of the elaborate background of the comedy-drama. What happens to Walter Hiers in the picture when the balloon goes up by accident, the girl tangled in the ropes, as well as taking part in one of the thrilling scenes of the production next week at the Theatre. Constance Wilson, sister of Lois, plays opposite the star. J. Farrell MacDonald and Mary Jane Irving are also in the cast.

They Look at Him and Laugh

The tragedy of Walter Hiers, star of the picture, "Fair Week," is a comedy.

"I like to laugh next one," says Hiers, "I like to make other people laugh. I like to see them go through it! It's the soberest moment on the screen, in spite of the fact that I don't mind being made down in every picture—that's to be expected with a comedian around, but it gets

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when I get a laugh when I sit down; another laugh when I stand up; a side-splitting roar when I walk through a doorway.

"One might say that fate is against me—provided you take the fatal final 'e' off the word."

"Fair Week," by Walter Woods, is a bright, clean comedy-drama of small-town life when the annual fair arrives. There are laughs, thrills, tears n' everything.

Constance Wilson is leading woman. Rob Wagner did the directing.

Lois Wilson's Sister Now a Leading Woman

Constance Wilson Plays Role Opposite Walter Hiers in "Fair Week"

Constance Wilson, sister of Lois Wilson, has risen to leading woman. She plays opposite Walter Hiers in "Fair Week," a Paramount comedy-drama, directed by Rob Wagner, which will be shown next week at the Theatre.

Miss Wilson, a vivacious youngster just out of high school, has all the charm of her more prominent sister and shows rare promise of future stardom.

Her experience in motion pictures

led to "The Covered Wagon," which she took a minor part in for the fun of it. In her role of a settler girl of '48, however, she showed a natural capacity for acting, which readily won her the opportunity in "Fair Week," in which she plays the role of Ollie Remus, daughter of the mayor of the town of Rome, Mo.

In appearance she is a slight ingenuous type, with a sweet roguish face set off by masses of golden-brown wavy hair. Naturally athletic, her smiling blue eyes carry in them the look of the typical modern miss—little wonder she plays the part so well in "Fair Week."

THE AERIAL SENSATION of the Century

Mlle. LE GRANDE Will Positively Make Her DEATH DEFYING DROP

at the

THEATRE

Teaser Ad

This Hollywood Fine Story

A cow with intelligence in the comedy-drama, "The Covered Wagon," next week.

Many sweet bovines show prominent personalities, but the star is a stein manager-ver-engraved, eral docile.

In the corner is giving

the barnyard, in which Hiers plays a rather naïf Walter who enters the chase, enters the time, results they try to successfully toward the shows much of a dian's impossible enter a doc.

Further, the cow has a tween rehe and rest, a interested entirely for cud.

A Notable Role

There is an new Paramount picture which will be shown at the Theatre.

Interesting first appearance as a leading actress directed by a man.

Walter Hiers, of a small town whose mirth-creating and exciting give supply the

Miss Wilson, Hiers, is the sister of Lois Wilson, whose acting "The Covered Wagon" had a duetion, but a to win her the

sition. She is for emotional, ficting affecti forced to settle

Carmen Phillips, her "vamp" appears here in a tion, strongly end of the play of mother love

The part of town banker, J. Farrell MacDonald, popular fans.

Bobby Mack, stingy country

Little Mary, able and the child photopl the part of Tim wants to be a

Earl Metcalf, as an evangel

Knute Erickson, farious operat

Mary Ellen, puritannical o

The Same Kind

Find in

Thus does the

Stories and Helpful Hints Moving toward "Fair Week"



Paradise

The lively youngster of seven years. Multiply hundred, of all sizes, and colors. Add free grounds, ferris wheel, shows, races, balloon and parachute stunts with free lemonade, popcorn, peanuts, and dogs. Top all this to really and truly the movies—and it's a dream, but it's a dream when Paramount "Fair Week" motion picture company built a car-

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of minor characters. The motley gathering of one finds at a fair. Acts garnered from all circuses; freaks, 50 pound fat man, dwarfs, were attractions, along with dancers, bathing beauties, show barkers and jockeys. The horse racing. The of the cast were of evidence, with Hiers, jolly comedian,

ed of a long street, however ready to assist, acute attached, and sitting in the trapeze. The were the bandstand, the "rides," the Venetian wheel, educated horse, dancers, and in the penny games. The fair idea of the elaborate backdrop of this comedy-drama. When the picture when the girl up by accident, a girl tangled in, as well as taking, it's one of the thrillers of the production. The next Theatre. Wilson, sister of Lois, opposite the star. Phillips, J. Farrell MacDonald, Mary Jane Irving in the cast.

Lois Wilson's Sister Now a Leading Woman

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Opposite Walter Hiers
in "Fair Week"

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Teaser Ad

This Holstein Wins the Fine Silver-Engraved Nose Ring

A cow with almost human intelligence is one of the players in the new Paramount comedy-drama, "Fair Week," coming to the Theatre next.

Many sweet-faced and placid bovines showed up to take the prominent part opposite Walter Hiers, but this particular Holstein managed to win the silver-engraved nose ring for general docile activity.

In the comedy-drama, Walter is giving a crook a

The latter runs across a barnyard, followed by the puffing Hiers and heads through a rather narrow barn door. As Walter follows, the cow joins the chase, and both attempt to enter the door at the same time, resulting in a jam. Again they try the process, this time successfully, though Mrs. Cow toward the end of the acting shows much anger at the comedian's impoliteness in trying to enter a door before a lady.

Furthermore they do tell that the cow had to have time between rehearsals to sit down and rest, and that she was so interested in acting that she entirely forgot to chew her cud.

A Notable Cast Plays Roles in "Fair Week"

There is an interesting cast in the new Paramount picture, "Fair Week," which will be shown at the Theatre next.

Interesting because it marks the first appearance of Constance Wilson as a leading woman. It was also directed by a newcomer, Rob Wagner.

Walter Hiers fills the stellar role of a small town jack-of-all-trades, whose mirth-creating love difficulties and exciting adventures as a detective supply the motif of the drama.

Miss Wilson, playing opposite Hiers, is the beautiful younger sister of Lois Wilson, featured player, whose acting attracted attention in "The Covered Wagon." Constance Wilson had a minor part in this production, but showed such promise as to win her the present important position. She will have broad scope for emotional exhibition in the conflicting affections and desires she is forced to settle.

Carmen Phillips, well known for her "vamp" parts in the past, appears here in a similar characterization, strongly contrasted toward the end of the play by a touching display of mother love.

The part of Jasper Remus, a small town banker, is well filled by J. MacDonald, popular with Paramount fans.

Bobby Mack plays the part of a stingy country hotel keeper.

Little Mary Jane Irving, a remarkable and thoroughly experienced child photoplayer, gives character to the part of Tinkle, a six-year-old who wants to be an actress.

Earl Metcalf is a sharper disguised as an evangelist.

Knute Erickson aids Metcalf's nefarious operations.

Mary Ellen Allan is cast as a puritannical old maid.

The Same Kind of People We Find in George Ade Fables

Thus does the director characterize

Walter Hiers, the Serious Comedian

A fat man actor.

There is one fat man in dramatic work, and he does comedy, but it's not slap-stick. He puts the comedy in comedy-drama. He has furnished the comedy relief in many dramatic productions—who is he?

Walter Hiers, the man whose motto is, "laugh, and the world laughs with you; weep, and you weep alone"—Walter Hiers, star of the Paramount pictures, "Mr. Billings Spends His Dime" and "Sixty Cents an Hour" and featured in George Melford's "Flaming Barriers," is the man of whom we speak—Walter of the generous girth, who comes to the Theatre next.

In his latest starring picture for Paramount, "Fair Week."

Hiers is practically the only fat man in dramatic work—not that he plays dramatic roles—not by a long shot. His part is to put the laughs into a picture. "Fair Week" is a comedy-drama, with the accent on the comedy. It's the funniest thing Hiers has ever done, but there's drama, too, don't fool yourself about that—if rescuing a little girl, while hanging by your knees from the trapeze of a swaying balloon over a thousand feet in the air, means anything.

Constance Wilson, sister of Lois, and who also played in "The Covered Wagon," is Mr. Hiers' leading woman. Others in the cast are J. Farrell MacDonald, Carmen Phillips and Mary Jane Irving.

Rob Wagner directed the production.

Why Is It That Fat Men Are So Good Natured?

A great many persons have attempted to give satisfactory answers to the question: "Why are fat men good natured?" but it remains for Walter Hiers, the corpulent comedy character starring Paramount pictures, to find an entirely original solution.

One famous fat man asserted that "A fat man is good natured because, in the first place, he can't run, and, in the second place, he can't fight."

But, according to Hiers—"I believe that fat men are good natured because the world has got them bluffed. They have a feeling of disadvantage toward the remainder of mankind, and that remainder, having discovered such feeling, utilize it to the limit."

"What is funnier than a fat man who is very, very angry? Nothing, perhaps, than a fat man who is very, very merry. Now, fat men are nobody's fools; they realized many thousands of years ago that everything they did merely furnished amusement for others—so they quieted down and have been enjoying life ever since."

"Fair Week," a new Paramount picture, starring Walter Hiers, opens a . . . days' run at the Theatre on . . . It's packed with laughs—the funniest thing you've seen in months, with Constance Wilson, Carmen Phillips and others in the supporting cast.

Snappy Subtitles From "Fair Week"

"—for next week will be 'Fair Week'—which means that our beautiful city will be infested with skinflints! and slickers!—from the sinful slum-m-m-m's of Joplin and St. Looney!!!"

Tod Swasey was Ace, King and Jack-of-all-trades—and sometimes the Joker.

The Rev. Mark Bulger often worked late into the night—banks and

They Look at Him and Laugh

edy of t Week atre i

to lau says r peo's pret someb inspi mind n eve d wit t it get

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Constance Wilson is leading woman. Rob Wagner did the directing.

For Your Newspapers

g. J. Phillip ent

ure a small-town com- by water Woods, direct- er. There's humor scene, and the star really is a slapstick variety an artist who has nce in drama, who to see the funny and who devotes his on making his au

more than ever. Hiers first starring picture can't hold a candle to "Fair Week." It's not only the best thing he has done, but the finest light subject anybody's ever done.

REVIEW NO. 4

"Fair Week," a new Paramount picture starring Walter Hiers, opened at the Theatre yesterday. It's a story of a big man in a small town. There's love interest, a villain and all that sort of

ture as the fans are likely to get out of seeing it on the screen. Rob Wagner, who did the directing, is a bit of a comedian himself. I honestly believe "Fair Week" to be the best of any of my picture vehicles.

"Fair Week," with Constance Wilson playing in support of the star, will be shown at the Theatre next to remain for days.

Walter Hiers Tells Why He'll Never Be President

"I wanted to be a railroad engineer when a boy, but grew out of it, and right off the reel, I might say that in spite of the fact that my mother, like all American mothers, fondly hoped I should become president of the United States, I have no such ambition. The job only lasts four years, as a rule, and anyway I'm no golf player.

Tubby, tiny, slim, bubbles, slats—that's what I had to stand in my school days.

It may be well to state that I am the one heavyweight comedian who does not aspire to play Falstaff."

Walter Hiers' new Paramount star picture, "Fair Week," with Constance Wilson playing in support, comes to the Theatre next Rob Wagner did the directing. Carmen Phillips and Mary Jane Irving also have prominent roles.

Who Said That an Artist Is a Poor Business Man?

Rob Wagner, director of the new Paramount picture, "Fair Week," is one of the numerous living denials of that bromide.

Incidentally bringing out the point that ability and brains to display properly the wares one has to offer is by no means limited to the financial world, Mr. Wagner has related an interesting anecdote of his artistic career.

"As a portrait painter, newspapers and friends had flattered me considerably on my work," said Wagner, "but until 1915 I had never gone up against an international jury.

"When the Panama-Pacific Exposition came along in San Francisco I painted and sent them a full-length portrait of my close friend Stewart Edward White, the author.

"I made canvas and frame so big that if they hung it at all I knew they would have to hang it on the line with the main exhibits. It was so large and heavy they simply couldn't 'sky' it above the rest if they wanted to. All I hoped to do was to get it hung—with the featured exhibits if possible.

"Some days later I went to San Francisco to see how things had turned out. You can imagine my astonishment, my pleasure and amazement when I discovered the picture not only was passed by the international jury, but 'medalled' with a badge of honor."

"This same portrait now hangs in the Ambassador Hotel of Los Angeles.

During college days Rob Wagner was art editor of a University of Michigan humorous journal. This really started his artistic career, which has been brilliantly successful in several mediums.

What Makes a Comedy Funny?

The laughs that are in it? But that's only part of it. Making film comedies is a serious business and as uncertain as Mexican politics.

What determines whether a comedy is funny or not is not the number of laughs there are in it and how gloom-proof they are, but how these laughs are placed.

For example, Walter Hiers, star of the Paramount picture, "Fair Week," to be shown at the Theatre on next, says that in all his comedy work, thinking up gags has always been the easiest part. "Placing them correctly is what threatens to make me thin," says Hiers.

He goes on to say: "Nevertheless, making comedies, is, to me, the most fascinating business in the world. Carrying out comedy situations that will hit the mark and offend nobody, show origin-

ality without straining too hard for it, being natural and human without, at the same time, appearing common-place—that, to my mind, closely approaches an art.

"The greatest dramatists of all time paid a lot of attention to comedy. Shakespeare wrote them; many of his scenes are pure slapstick. So did Molière and Sheridan. Garrick, Joe Jefferson and Richard Mansfield are just a few of the great actors, who made their reputation largely in comedy. To be called a great comedian is one of the highest honors the stage or screen can offer.

"But this business of figuring out, almost blindly, how, why and when people laugh is so difficult that a film comedian is the only person in the amusement world entitled to lug a grouch around."

cast as are J. Farrell MacDonald, Mary Jane Irving, Jane Keckley and others. Walter Woods wrote the story.

Hiers' Favorite Story

Here's the favorite funny story of Walter Hiers, starring in the Paramount picture, "Fair Week," now at the Theatre.

It's about an Englishman who visited California, where distance is often deceptive. A great space that looks to be a mile or so often turns out to be six or seven miles on investigation.

This Englishman, looking from his hotel window across to some marvelous mountains, decided that he would hike over to the foothills before breakfast, a distance he judged to be about three miles.

He set out but the distance seemed to increase with his every step. All day long he walked and still had not reached the mountains. Toward sundown he came to a small brook, about four feet wide. At the same instant a small boy stepped up beside him: "Watch me jump over the water," he cried to the Englishman.

Disgustedly the Englishman started shedding his coat: "Jump, hell!" he answered, "I'm going to swim that river."

Director of "Fair Week" Became an Author for Spite

How Rob Wagner, successful as an artist, veered sharply from his artistic course to make a brilliant showing in literary circles, is narrated in the following:

"Following my profession as portrait painter, I had been living in Santa Barbara with Stewart Edward White the writer, my former classmate in college.

"White always was having literary visitors. One winter Samuel Hopkins Adams, also an author, was visiting. They chewed the rag by the hour on literary values. I enjoyed the conversation, but on mustering sufficient courage once to venture a remark, the answer came back from Hopkins, 'Tell Rob to tend his palette.'

"In the end I had a good laugh on them. Collier's magazine, I had noticed, was holding a prize story contest, the subject, 'Life in Our Town.' Crossing the room, I sat down quietly to write an article on Los Angeles."

"A month later, while Adams was still there, we all went to the post-office. As I drew out the letters, one was on top addressed to me, with 'Collier's' on the corner. I noticed Adams was eyeing it rather closely. When to my surprise I found a check inside, I nonchalantly flashed it as if it were an everyday matter.

"What's the name on that check," queried Adams, 'Oh, that's Leicester Adams, the name I have written a few articles under. It's just the reverse of my first two names, Robert Leicester. I seem to have won some kind of a prize contest conducted by Collier's."

Wagner directed Walter Hiers' new Paramount star picture, "Fair Week," due next at the hat, grabs your luggage and shows you to your room—outside of this he has nothing to do except play the trombone in the village band, when he isn't either visiting his girl, the mayor's daughter, or taking care of an adopted waif, left at the hotel two years before by a carnival troupe.

Constance Wilson has the leading woman's role in "Fair Week," which is a comedy-drama by Walter Woods, directed by Rob Wagner. Others who play in support are J. Farrell MacDonald, Bobby Mack, Earl Metcalf, Knute Erickson and Jane Keckley. "Fair Week" comes to the next.....

Remember Way Back When—

The kids used to sing after Walter Hiers:

"Fatty on a broom-stick,
"Fatty in the sea,
"Fatty tore his breeches
"And blamed it on me?"

Step inside and see the Royal Hoola Dancers from the beach at Y-kee-kee! — now at the Theatre!

Going to the Rome Country Fair?
Everyone in 'll be there—

Ladies an' gen'men—th' sen-sa-shun-al balloon as-censhun an' death-defying pa-ra-shoot drop is about to take place—at the Theatre all this week.

Picture Reviews for Y

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The balloon ascension is the real thing. If you've never even batted an eyelash at other screen stunts, you'll get a great kick out of seeing Hiers, as Slim Swasey, rescue a little girl hundreds of feet in the air while hanging by his knees from a trapeze.

Walter is the clerk, porter, bellhop, janitor and what not of the most exclusive hotel in Rome, Mo.—exclusive because it's the only one. He plays solo trombone in the village

band, too—solo because he's the only one. But, to be serious, we are sure you'll enjoy "Fair Week" more than any comedy you've seen in recent months. Even when Hiers tries to be serious in the picture you'll almost split your sides laughing. He is serious at times, however—witness the fight in the belfry with the bogus clergyman, who might have gotten away with just trying to rob the bank, but when he tries to take Slim's best girl in the bargain—that's too much. And what a fight it is! Of course Hiers gets the girl and the money back.

There are 4636 laughs in "Fair Week"—one for every foot.

Rob Wagner directed the production. Walter Woods wrote it. Mary Jane Irving is the little girl in the cast. Others include Carmen Phillips, J. Farrell MacDonald, Earl Metcalf, Knute Erickson and Jane Keckley.

REVIEW NO. 2

There are some comedians on the screen, who just have to hove in sight to start people laughing, and the fact that Walter Hiers is on the screen most of the time at the Theatre this week accounts for the endless stream of laughs that greeted his new Paramount star picture, "Fair Week," which opened last night. Constance Wilson plays the leading woman's role, and Mary

course most in evidence. Jolly Walter Hiers, starring. At the end of a balloon ascension, parading in the stand, grand, "Monkeyland," the glass blow snake exhibition, dance, fair, elaborate, his comedy opens a picture up by the girl, well, one of the of the next Constance Wilson, opposite ps. J. F. Mary Jane Irving also have prominent roles.

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The tragedy Hiers, star of the picture, "Fair Week," Theatre comedy. "I like to laugh next one," says make other people gone it! it's prettiest soberest moment on the screen, inspiring "I don't mind me down in even be expected with around, but it get

Jane Irving, J. Farrell MacDonald and Knute Erickson are prominent in the cast.

The picture is a small comedy-drama by Walter Woods, directed by Rob Wagner. In every scene, a slapstick act. Hiers is a comedian, and he has long been in the always making side of the time on the side. A does succeed "Fair Week" sure-fire laugh better.

Miss Wilson appears in "Fair Week" for the first time since she played in "The Covered Wagon." She is an ideal type of a Remus, village of Rome, of the mayor of the city, and a child actor.

later on: "I might as well be a world's premier as such. Knute Erickson plays Kelly to perfection. Of supporting cast are Bobby Mack, Earl Metcalf, and Jane Keckley. We liked "Fair Week" you.

REVIEW NO.

Making a picture come please all classes of audience about the hardest thing of in the motion picture. Wagner in the production of the Paramount picture, "Fair Week," starring Walter Hiers and the first time last night at the Theatre is the first to our knowledge, to screen picture—a dramatic comedy-drama as the

It is said that the author of the story, building it, ishing it, on and off for several years. And, after seeing the screen of the story, we don't do minute. It runs right smoothly as anything seen, the more elaborate included. And there's no moment in its entire length.

With Charlie Chaplin himself with the production of the industry, we need g

peze of a swaying balloon of
thousand feet in the air, mean
thing.

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"—for next week will be
Week"—which means that our
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flints! and slickers!—from the
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Looney ! ! !"

Tod Swasey was Ace, Kin
Jack-of-all-trades-and sometin
Joker.

The Rev. Mark Bulger often
ed late into the night — ban
that sort of thing.

Ancient Rome may have g
the word *romance*, but Rome
tries hard to perpetuate its m

"Constables are my specialt
—come acrost."

"You seem to be the only
man in town—how would you
be Chief of Police?"

Ollie.—

After what I sa

night I am through with
Hoping you are the same.
Tod

"But oughtn't I speak to fa
"Sure—and kill the roman

Interview Walter Hiers

Theatre in "Fair Week")

Your favorite poet?
Robert W. Service.

Your favorite painter and
poser?
Sand MacDowell.

Your favorite hero in real
Theodore Roosevelt.

Your favorite heroine in hist
Joan of Arc.

Theatre in "Fair Week").

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Theodore Roosevelt.

Your favorite heroine in hist
Joan of Arc.

Your particular aversion?
Bad pictures.

What character in history do
most dislike?
Nero.

Your favorite motto?
Laugh and the world la
with you.

Your favorite role?
Slim Swasey in "Fair Week

...s, jolly comedian,
...d of a long street
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...ute attached, and
...g in the trapeze.
...s were the band-
...stand, the "rides,"
...the Venetian
...s, educated horse,
...t, dancers, and in-
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ner.

Walter Hiers fills the stellar role
of a small town jack-of-all-trades,
whose mirth-creating love difficulties
and exciting adventures as a detect-
ive supply the motif of the drama.

Miss Wilson, playing opposite
Hiers, is the beautiful younger sister
of Lois Wilson, featured player,
whose acting attracted attention in
"The Covered Wagon." Constance
Wilson had a minor part in this pro-
duction, but showed such promise as
to win her the present important po-
sition. She will have broad scope
for emotional exhibition in the con-
flicting affections and desires she is
forced to settle.

Carmen Phillips, well known for
her "vamp" parts in the past, ap-
pears here in a similar characteriza-
tion, strongly contrasted toward the
end of the play by a touching display
of mother love.

The part of Jasper Remus, a small
town banker, is well filled by J. Mac-
Donald, popular with Paramount
fans.

Bobby Mack plays the part of a
stingy country hotel keeper.

Little Mary Jane Irving, a remark-
able and thoroughly experienced
child photoplayer, gives character to
the part of Tinkle, a six-year-old who
wants to be an actress.

Earl Metcalf is a sharper disguised
as an evangelist.

Knute Erickson aids Metcalf's ne-
farious operations.

Mary Ellen Allan is cast as a
puritannical old maid.

The Same Kind of People We Find in George Ade Fables

Thus does the director characterize
the types cast in the new Paramount
picture, "Fair Week," starring Walter
Hiers, the wholesome "stylish stout"
of flimdom, as the bashful lovable
rural swain of many jobs.

It is a very human small-town
story where the people act elemen-
tally; simply a pageant of human
beings everybody knows. They sym-
bolize the average American.

Constance Wilson has the leading
woman's role opposite the star.
others in the strong supporting cast
are Carmen Phillips, J. Farrell Mac-
Donald, Bobbie Mack, Mary Jane
Irving, Earl Metcalf, Knute Erickson
and Jane Keckley.

Walter Woods wrote the story;
Rob Wagner, who has written much
about the movies, directed.

peze of a swaying balloon over a
thousand feet in the air, means any-
thing.

Constance Wilson, sister of Lois,
and who also played in "The Covered
Wagon," is Mr. Hier's leading wom-
an. Others in the cast are J. Farrell
MacDonald, Carmen Phillips and Ma-
ry Jane Irving.

Rob Wagner directed the pro-
duction.

Why Is It That Fat Men Are So Good Natured?

A great many persons have at-
tempted to give satisfactory answers
to the question: "Why are fat men
good natured?", but it remains for
Walter Hiers, the corpulent comedy
character starring Paramount pic-
tures, to find an entirely original
solution.

One famous fat man asserted that
"A fat man is good natured because,
in the first place, he can't run, and,
in the second place, he can't fight."

But, according to Hiers—"I be-
lieve that fat men are good natured
because the world has got them bluff-
ed. They have a feeling of disad-
vantage toward the remainder of
mankind, and that remainder, having
discovered such feeling, utilize it to
the limit.

"What is funnier than a fat man
who is very, very angry? Nothing,
perhaps, than a fat man who is very,
very merry. Now, fat men are no-
body's fools; they realized many
thousands of years ago that every-
thing they did merely furnished
amusement for others—so they quiet-
ed down and have been enjoying
life ever since."

"Fair Week," a new Paramount
picture, starring Walter Hiers, opens
a.....days' run at the
Theatre on..... It's packed
with laughs—the funniest thing
you've seen in months, with Con-
stance Wilson, Carmen Phillips and
others in the supporting cast.

Snappy Subtitles From "Fair Week"

"—for next week will be "Fair
Week"—which means that our beau-
tiful city will be infested with skin-
flints! and slickers!—from the sin-
ful slum-m-m-s of Joplin and St.
Looney ! ! !"

Tod Swasey was Ace, King and
Jack-of-all-trades-and sometimes the
Joker.

The Rev. Mark Bulger often work-
ed late into the night — banks and
that sort of thing.

Ancient Rome may have given us
the word romance, but Rome, Mo.,
tries hard to perpetuate its meaning.

"Constables are my specialty, boys
—come acrost."

"You seem to be the only honest
man in town—how would you like to
be Chief of Police?"

Ollie.— After what I saw last
night I am through with women.
Hoping you are the same.
Tod

"But oughtn't I speak to father?"
"Sure—and kill the romance."

Look at Him and Laugh

or Walter
mount pic-
the.....
....., is

uch as the
"I like to
a, but, dog-
when your
er on or off
riment.

ng a girl turn
cture—that's to
o many Apollos
downright gloomy,

when I get a laugh when I sit down;
another laugh when I stand up; a
side-splitting roar when I walk
through a doorway.

"One might say that fate is against
me — provided you take the fatal
final 'e' off the word."

"Fair Week," by Walter Woods, is
a bright, clean comedy-drama of
small-town life when the annual fair
arrives. There are laughs, thrills,
tears n'everything.

Constance Wilson is leading wom-
an. Rob Wagner did the directing.

For Your Newspapers

Farrell MacDonald,
and Knute Erickson
the strong support-

a small-town com-
ter Woods, direct-
er. There's humor
and the star really
a slapstick variety
an artist who has
nce in drama, who
to see the funny
nd who devotes his
een making his au-
side. And he sure
"Fair Week." It's a
etter.

appears on the screen
for the first time
a bit with her sister
covered Wagon." She
for the role of Ollie
tapper and daughter
f Rome, Mo. Mary
e of the most tal-
esses in pictures and

an Phillips excels at
might term her part
ere balloonist" as
rickson plays Isadore
tion. Others in the
are Bobby Mack,
the fake clergyman,
ey.

air Week." So will

more than ever. Hiers first starring
picture can't hold a candle to "Fair
Week." It's not only the best thing
he has done, but the finest light sub-
ject anybody's ever done.

REVIEW NO. 4

"Fair Week," a new Paramount
picture starring Walter Hiers, open-
ed at the Theatre
yesterday. It's a story of a big man
in a small town. There's love inter-
est, a villain and all that sort of
thing. But it's not just another
comedy. Far from it. And guess
who plays opposite the star? Con-
stance Wilson, Lois' sister. Carmen
Phillips is in the cast, too, and so
are J. Farrell MacDonald, little Mary
Jane Irving and a host of others.

You'll get the thrill of a lifetime
from the balloon episode at the Tri-
County Fair, which annually brings
the little town of Rome, Mo., out of
..... with a bang and generally
afterward trying to
h the sheriff, mayor

and a few others still hunting around
for their watches and other trifles.
But this time they make arrange-
ments to cope with these slick car-
nival fellows, and Hiers is appointed
one of the seventeen deputy sher-
iffs. But that's where the fun be-
gins. Better be in on it.

REVIEW NO. 5

Step right this way, ladies and
gentlemen, for the biggest and best
show in town, with the biggest and
best comedian of the screen!

Walter Hiers in his new Para-
mount picture, "Fair Week" opened
at the yesterday.

The story, by Walter Woods, is a
small town comedy with touches of
melodrama. It's a rapid-fire action
picture with big scenes galore.

We wouldn't even attempt to de-
scribe the balloon rescue and para-
chute drop by the star and little
Mary Jane Irving.

And when Hiers gets that fake
clergyman in the belfry of the
church—!

But why limit ourselves to one or
two scenes! The entire production is
just punch after punch, the fist fights
included.

Constance Wilson has the leading
woman's role. It is the first time we
have seen her on the screen, although
she played a minor role in "The
Covered Wagon" with her more
prominent sister, Lois.

Miniature Interview with Walter Hiers (Coming to the.....Theatre in "Fair Week")

Interviewer: What is your fa-
vorite virtue?

Walter: Sincerity.

Your favorite quality in women?

Sincerity.

Your favorite quality in men?

Sincerity.

Your favorite occupation? —
(next to the screen).

Baseball player.

Your idea of happiness?

Contentment.

Your idea of unhappiness?

Discontentment.

Your favorite color?

Baby blue.

Where do you prefer to live?

Los Angeles.

Who is your favorite prose au-
thor?

Dickens.

Your favorite poet?

Robert W. Service.

Your favorite painter and com-
poser?

Sand MacDowell.

Your favorite hero in real life?

Theodore Roosevelt.

Your favorite heroine in history?

Joan of Arc.

Your particular aversion?

Bad pictures.

What character in history do you
most dislike?

Nero.

Your favorite motto?

Laugh and the world laughs
with you.

Your favorite role?

Slim Swasey in "Fair Week."



Walter Hiers in POSTER MATERIAL TO

"If It's Worth Running, It's

It's Colorful INSERT

Insert cards are
men of the poster
you'll find a dozen d
for them. And the



SET OF EIGHT COLORED CARDS

Price List for Advertising Material

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FOR OUTDOOR ADVERTISING POSTERS (as illustrated on this page)

One Sheet (1A and 1B).....	.15
Three Sheet (3A).....	.45
Six Sheet (6A).....	.75

PHOTOS FOR YOUR LOBBY

22 x 28 (Colored).....	.40
11 x 14 Set of Eight (Colored).....	.60

CUTS OF WALTER HIERS

One Column (two styles).....	.25
Two Column.....	.40
Three Column.....	.90
Circle Thumbnail (Coarse or Fine).....	.15

FOR NEWSPAPER ADS ADVERTISING CUTS

One Column.....	.35
Two Column.....	.65
Supplementary (Two Column).....	.25

MATS, ADVERTISING, PRODUCTION, ETC.

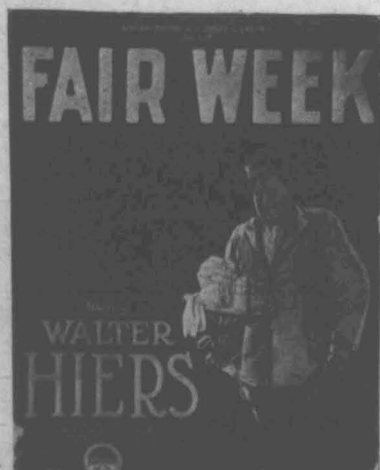
One Column.....	.05
Two Column.....	.10
Supplementary (Two Column) (Adv. Only).....	.10
Three Column.....	.15

FOR GENERAL EXPLOITATION

GILT-EDGED FRAMES (Size 17 x 43 in.).....	1.50
Insert Cards (14 x 36 in. to fit above).....	.25
Announcement Slide.....	.15
Publicity Photos, Each.....	.10

Trailers—National Screen Service,
126 W. 46th St., New York City
845 So. Wabash Ave., Chicago, Ill.
917 So. Olive Street, Los Angeles, Cal.
284 Turk St., San Francisco

Press Books and Music Cues are gratis.



The True Story of a Poster Th

NOT long ago a big picture company put out a 24-sheet which met with the approval of all the art critics, professional and amateur.

It was a beautiful thing, the head of the star lithographed from a painting by one of the best known artists in the world, not alone America.

One of these art critics, an amateur, come up to us and said, "Why don't you get out something like that?"

We replied that we didn't want to.

"Now, that's a real poster," he said. "Look at the expression, the coloring, the slight cubist design in the background. It's a work of art."

We had to admit it.

Then we asked him a question. "Did you see the picture?"

He said he hadn't, and that he was a high-brow and didn't intend to see a picture, and, furthermore he rarely ever went to see pictures.

Then we asked him another question. "Have you been to see a picture

Walter Hiers in "Fair Week"

MATERIAL TO CAPTURE THE TOWN

"If It's Worth Running, It's Worth Advertising"



It's Colored INSERT CARD

Insert cards are the handy men of the poster family — you'll find a dozen different uses for them. And they're cheap!



EIGHT LOBBY CARDS—Each 11" x 14"

Material

List of what
advertising you
SCHEDULE
c., the prices
Exchange.

CTION, ETC.
..... .05
..... .10
v. Only)... .10
..... .15
ATION
43 in.)... 1.50
ove)..... .25
..... .15
..... .10

rk City
Chicago, Ill.
Los Angeles, Cal.
New York



Trailers Build Business

National Screen Service, Inc., with offices at 126 West 46th Street, New York; 845 South Wabash Avenue, Chicago; 917 South Olive Street, Los Angeles; Turk Street, San Francisco; furnishes good trailers on all Paramount pictures. On all releases National Screen Service has a Service Trailer consisting of title and 75 feet of carefully selected scenes. This costs \$5.00, and \$1.50 refund is allowed if you return the trailer within two weeks of shipment.

On certain special productions National Screen Service has a De Luxe trailer consisting of beautiful art titles and 200 feet of scenes. This is in every respect a quality article worthy of the production it advertises. De Luxe Trailers cost \$10.00 during the first sixty days after release date and \$10.00 after the first sixty days. A refund of \$2.50 is allowed if returned within three weeks of shipment.

You can secure a regular trailer service from National Screen Service on all Paramount productions at the cost of \$25 monthly.

The following Paramount exchanges have these trailers in stock: Salt Lake City, Denver, Seattle, Portland Oregon; Atlanta, New Orleans, Charlotte, Dallas, Oklahoma City, Minneapolis, Des Moines, Omaha, and Sioux Falls.

Ask the booker at any of these exchanges.

Or order direct from National Screen Service, Inc.

You can get an excellent Service Trailer on "Fair Week"

WIRE OR WRITE—GIVING EXACT PLAY DATES.

Why of a Poster That Failed and One That Didn't

any put out a 24-sheet which met with the approval of the professional and amateur. One of the star lithographers from a painter of the world, not alone America. He came up to us and said, "Why don't you put out a 24-sheet which met with the approval of the professional and amateur."

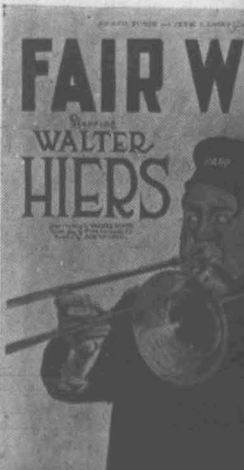
He said, "Look at the expression, the color, the background. It's a work of art."

Did you see the picture?" He said, "I saw it as a high-brow and didn't intend to see it. I never went to see pictures. I said, 'Have you been to see a picture'"

in seconds from an art angle, but which prompted him to take the Fifth Avenue bus to 42d St. and then transfer to a cross-town car and to a Broadway car just to see "Pied Piper Malone." Which is the better poster for your theatre?

Paramount's policy is to make paper that will draw the people to your box-office. We don't care how we do it just so it is done. If the ugliest poster in the world will keep them flocking we will give you the ugliest poster in the world.

It isn't because we can't do art work. Paramount has three of the finest artists in America devoting ALL their time to the preparation of Paramount posters. Joseph Fronger is acknowledged as one of the best portrayers of faces since the immortal Bonheur. Just see his stuff on "The Covered Wagon" to be assured on that point. His ability to paint a star is hardly a second to this other remarkable talent.



in "Fair Week" O CAPTURE THE TOWN

g, It's Worth Advertising"



Colored T CARD

are the handy
poster family —
dozen different uses
and they're cheap!



EIGHT LOBBY CARDS—Each 11" x 14"

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That Failed and One That Didn't

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SET OF EIGHT COLORED CARDS

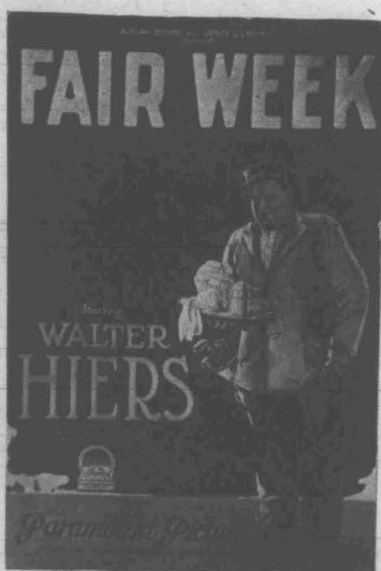
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POSTERS (as illustrated on this page)			
One Sheet (1A and 1B)	.15	One Column	.05
Three Sheet (3A)	.45	Two Column	.10
Six Sheet (6A)	.75	Supplementary (Two Column) (Adv. Only)	.10
		Three Column	.15
PHOTOS FOR YOUR LOBBY		FOR GENERAL EXPLOITATION	
22 x 28 (Colored)	.40	GILT-EDGED FRAMES (Size 17 x 43 in.)	1.50
11 x 14 Set of Eight (Colored)	.60	Insert Cards (14 x 36 in. to fit above)	.25
CUTS OF WALTER HIERS		Announcement Slide	.15
One Column (two styles)	.25	Publicity Photos, Each	.10
Two Column	.40		
Three Column	.90		
Circle Thumbnail (Coarse or Fine)	.15		
FOR NEWSPAPER ADS ADVERTISING CUTS			
One Column	.35		
Two Column	.65		
Supplementary (Two Column)	.25		

Press Books and Music Cues are gratis.



One-Sheet Poster 1A



Three-Sheet Poster 3A

The True Story of a Poster That

NOT long ago a big picture company put out a 24-sheet which met with the approval of all the art critics, professional and amateur.

It was a beautiful thing, the head of the star lithographed from a painting by one of the best known artists in the world, not alone America.

One of these art critics, an amateur, come up to us and said, "Why don't you get out something like that?"

We replied that we didn't want to.

"Now, that's a real poster," he said. "Look at the expression, the coloring, the slight cubist design in the background. It's a work of art."

We had to admit it.

Then we asked him a question. "Did you see the picture?"

He said he hadn't, and that he was a high-brow and didn't intend to see a picture, and, furthermore he rarely ever went to see pictures.

Then we asked him another question. "Have you been to see a picture recently?"

He confessed that he had, two nights before. "What was it?" we asked, and he told us, "Pied Piper Malone."

"Why, that's one of Tommy Meighan's best; it's great," we bubbled forth in Paramount pepism.

"Yes; it was good," he said.

"How did you happen to go to see it?" we further inquired.

He said that outside of his apartment house on Fifth Avenue was a big signboard, and he had seen the picture advertised at the Rivoli Theatre.

His first question to us was answered. Our poster fit to hang on a wall or in a museum. Yes, it was a beautiful poster.

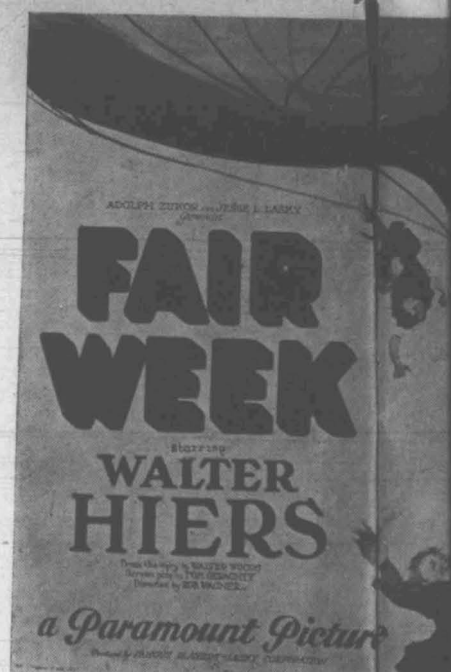
The same man saw another poster which he didn't consider for

FLASHY POSTERS

You can't beat Paramount Posters. Here are the sheets that will sell this show to every eye that strikes them. And no eye can miss 'em!



Colored Lobby Card (22" x 28")



Six-Sheet Poster 6A



RED CARDS

Advertising Material

in your exchange. Send list of what
es only. The more advertising you
the **QUANTITY PRICE SCHEDULE**
transportation charges, etc., the prices
ian Price List from your Exchange.

S, ADVERTISING, PRODUCTION, ETC.	
1 Column	.05
2 Column	.10
3 Column (Two Column) (Adv. Only)	.10
4 Column	.15
FOR GENERAL EXPLOITATION	
EDGED FRAMES (Size 17 x 43 in.)	1.50
Cards (14 x 36 in. to fit above)	.25
Placement Slide	.15
ty Photos, Each	.10

—National Screen Service,
126 W. 46th St., New York City
845 So. Wabash Ave., Chicago, Ill.
917 So. Olive Street, Los Angeles, Cal.
284 Turk St., San Francisco

es are gratis.



EIGHT LOBBY CARDS—Ea

Trailers Build B

National Screen Service, Inc., with offices at 126 845 South Wabash Avenue, Chicago; 917 South Olive Turk Street, San Francisco; furnishes good trailers on

On all releases National Screen Service has a Se title and 75 feet of carefully selected scenes. This allowed if you return the trailer within two weeks of

On certain special productions National Screen consisting of beautiful art titles and 200 feet of scene quality article worthy of the production it advertise during the first sixty days after release date and \$10. refund of \$2.50 is allowed if returned within three we

You can secure a regular trailer service from N productions at the cost of \$25 monthly.

The following Paramount exchanges have these tr Denver, Seattle, Portland Oregon; Atlanta, New Orleans, Minneapolis, Des Moines, Omaha, and Sioux Falls. Ask the booker at any of these exchanges.

Or order direct from National Screen Service, In

You can get an excellent Se Trailer on "Fair We

WIRE OR WRITE—GIVING EXACT

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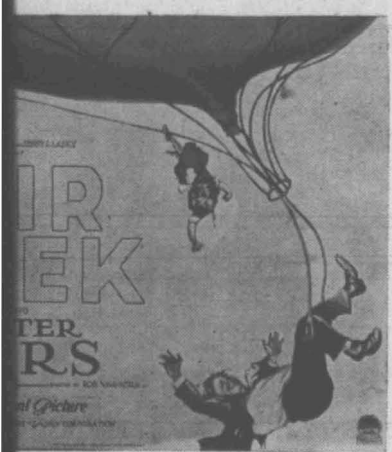
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Frederick Jehle is a genius at colors. He can easily paint a master- piece in the gentlest and most subdued hues. He can design a stage set that will be balm for the eyeball. But he works in combinations that will bring people to your theatre. When he puts yellow letters on black background it isn't because the combination is the most beautiful, but because yellow on black arrests attention perfectly and can be seen for blocks and blocks.

William Hannaman, who prepares the window cards, has spent years studying a unique process that has enabled Paramount to furnish highly colored lobby and window displays that other companies have tried vainly to duplicate. They haven't even learned the trick yet. It isn't a talent, but a skill, and skill is the commodity employed in the preparation of Paramount posters.

LY POSTERS

Paramount Posters. Here are
will sell this show to every eye that
and no eye can miss 'em!



Lobby Card (22" x 28")



Six-Sheet Poster 6A

WITH THE PUNCH

When they see these Posters they'll get all set.
All you have to do is hand out the tickets and take
in the change. Post 'em up!



Announcement Slide



EIGHT LOBBY CARDS—Each 11" x 14"

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in seconds from an art angle, but which prompted him to take the Fifth Avenue bus to 42d St. and then transfer to a cross-town car and to a Broadway car just to see "Pied Piper Malone." Which is the better poster for your theatre?

Paramount's policy is to make paper that will draw the people to your box-office. We don't care how we do it just so it is done. If the ugliest poster in the world will keep them flocking we will give you the ugliest poster in the world.

It isn't because we can't do art work. Paramount has three of the finest artists in America devoting ALL their time to the preparation of Paramount posters. Joseph Fronder is acknowledged as one of the best portrayers of stars since the immortal Bonheur. Just see his stuff on "The Covered Wagon" to be assured on that point. His ability to paint a star is hardly a hindrance to this other remarkable talent.

Frederick Jehle is a genius at colors. He can easily paint a masterpiece in the gentlest and most subdued hues. He can design a stage set that will be balm for the eyeball. But he works in combinations that will bring people to your theatre. When he puts yellow letters on black background it isn't because the combination is the most beautiful, but because yellow on black arrests attention perfectly and can be seen for blocks and blocks.

William Hannaman, who prepares the window cards, has spent years studying a unique process that has enabled Paramount to furnish highly colored lobby and window displays that other companies have tried vainly to duplicate. They haven't even learned the trick yet. It isn't patented, but it is a skill and skill is the commodity employed in the preparation of Paramount posters.



One-Sheet Poster 1B

WITH THE PUNCH

When they see these Posters they'll get all set.
All you have to do is hand out the tickets and take
in the change. Post 'em up!



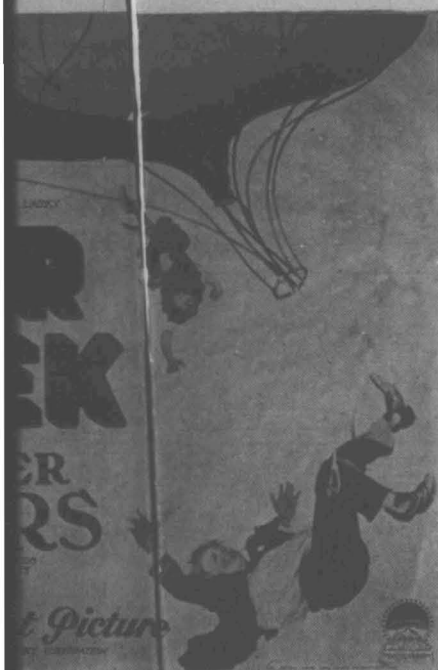
Announcement Slide

See
WALTER
HIERS

in
"FAIR
WEEK"

It's a
Paramount

Type Ad



Six-Sheet Poster 6A

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